**Client Organization Objective List**

# Main Objectives

* To design and offer a graphical user interface application with an SQL database system for Klaus Brewing Co.
* To develop a customer loyalty program that is more pleasing to ownership and new customers.
* To allow more customer interaction with incentives discovered through the system.

# Financial Objectives

* To raise revenue through the new system and efficient practices.
* To enhance client presence by use of the business application.

# Client Services Objectives

* To reduce time spent on tasks by refining the data capturing, storing, and retrieving methods through the implementation of an SQL database system so business information can be handled easily, effectively, and safely.
* To improve the organization's current filing and storage system to handle: procurement, order\_shipping, order\_procurment, and other tasks of that nature.
* To improve customer turnout and engagement with the use of the system to notify of recurring customers and given client discounts.
* To improve the scalability of the current Klaus Brewing Co., from building size, systems capability, and customer base size.